

***Cancer Prevention and Nutrition Section (CPNS)  
California Nutrition Network for Healthy, Active Families (Network)***

**Key Result Area 2: Mass Communications - Provide limited support, including technical assistance for the implementation of the CFSPAIP and to CAFB and its subcontracting county-level food banks and community-based organizations to help publicize their activities and promotions in target counties and regions.**

Very little Food Stamp outreach funds are available in the FFY 2007 budget at the State level to provide direct staff support to the *Network* for the implementation of KRA 2 or for directly supporting the media development and implementation activities for the CAFB or its subcontracting food banks and CBOs. This lack of funding particularly affects Objective 13 in CAFB's standardized Scope of Work for subcontractors which was incorporated by only 3 of the 28 food bank/CBO subcontractors.

This is not to say that working with the local, regional, and statewide media is not an important element of Food Stamp outreach activities. Some of the subcontractors, especially those who are significantly under-funded, may use other funding sources or other resources to engage in media development activities outside of their SOW and Budget funded with FFP. In addition, many of the subcontractors maintain excellent working relations with their local media and know how to get press coverage.

Other less experienced subcontractors may request such assistance from CAFB and their fellow food banks and CBOs. The *Network's* Program and Contact Managers for the project may, at times, meet with staff from the *Network's* Media and Communications Unit to solicit ideas or referrals to other sources of information to assist a particular subcontractor.

In addition, *Network* staff and members of FANOut, plan to meet with the WRO to reexamine the issue of utilizing FSNE funds for Food Stamp promotion to provide more seamless community interventions. Promotion would be strategic and include operationally positioned partnerships with CAFB subcontractors that currently are allowed to do Food Stamp outreach and that are involved in media campaigns with shared outreach/nutrition education messages or set of planned media activities aimed at Food Stamp eligible families.